

# Tobacco Prevention & Control Program

March 2006

## Tobacco Facts

Tobacco-related diseases kill about 8,000 Washington residents every year.

Smoking causes 90 percent of lung cancer deaths, 45 percent of both heart disease deaths and stroke deaths in people younger than 65, 33 percent of all cancer deaths, and 10 percent of newborn deaths.

### Program Goals

- Preventing youth from initiating tobacco use
- Increasing tobacco cessation
- Eliminating exposure to secondhand smoke
- Identifying and eliminating tobacco-related disparities in high-risk groups

Tobacco use is the leading cause of preventable death in Washington State and across the nation. About 8,000 people die each year in Washington from tobacco-related illnesses – more than AIDS, alcohol, drug abuse, car crashes, murders, suicides, and fires combined. The cost comes not only in lives, but in dollars as well. Of the \$1.5 billion in medical costs, \$508 million is picked up by the state Medicaid program.

The Washington State Department of Health greatly expanded its 10-year-old tobacco prevention program in 2000 with funding from the settlement of a lawsuit against tobacco companies – the Master Settlement Agreement. Recognizing the importance of a coordinated, long-term effort to reduce tobacco use, the department's Tobacco Prevention and Control Program works with local health agencies, tribes, schools, and community-based organizations to deliver a comprehensive, integrated approach to preventing tobacco use among residents.

## Community and tribal programs

The state Department of Health funds tobacco prevention and control activities through local health departments and community organizations in all 39 Washington counties. In addition, the state funds anti-tobacco activities in 27 tribes and five community-based organizations serving higher-risk populations.

## School programs

All nine of the state's Educational Service Districts receive funding to help schools improve and enforce tobacco-free policies, apply research-based curricula, train teachers and staff, and provide information to families.

## Quit programs

The Washington Tobacco Quit Line (1-877-270-STOP), funded by the Department of Health, provides residents with free one-on-one counseling, tobacco quit kits, and referrals to local stop-smoking programs. The Tobacco Program promotes changes in the healthcare system so more people get help quitting and more healthcare providers encourage their patients to quit.

## Policy and enforcement

The Department of Health works with the state Attorney General, Liquor Control Board, and local law enforcement to enforce state and federal laws restricting tobacco sales and advertising to kids, and support local efforts to develop policies protecting against secondhand smoke.

### CONTACT:

**Terry Reid**  
Department of Health  
PO Box 47848  
Olympia, WA 98504-7848  
360-236-3665  
terry.reid@doh.wa.gov

# **Tobacco Program Results**

There are about 130,000 fewer adult smokers in Washington – a 13 percent decrease – since the launch of the program.

There are about 65,000 fewer Washington kids smoking than before the launch of the program.

More than 63,000 residents have called the Washington Tobacco Quit Line to receive free one-on-one counseling, referrals to local stop smoking programs, and tobacco quit kits.

Visit the youth Web site at:  
[SeeThruTheSmoke.com](http://SeeThruTheSmoke.com)

Find out more about  
secondhand smoke:  
[SecondhandSmokesYou.com](http://SecondhandSmokesYou.com)

Find out more about the  
Tobacco Quit Line at:  
[quitline.com](http://quitline.com)

For more information on  
tobacco prevention:  
[www.doh.wa.gov/tobacco](http://www.doh.wa.gov/tobacco)

## **Public awareness and marketing**

The Tobacco Program's advertising campaign uses traditional media, such as television and radio advertising, to help adults quit smoking, prevent teens from starting, and educate the public about the dangers of secondhand smoke. The program also uses innovative promotions to reach youth, young adults, and other high-risk populations targeted by tobacco industry marketing.

## **Assessment and evaluation**

The Tobacco Program regularly collects and analyzes information on tobacco use among adults and youth in Washington, then measures the program impact by comparing results to data collected before the program began.

## **Funding**

The Tobacco Prevention and Control Program's annual budget from 2002 through 2006 has been relatively stable at about \$29 million per year, which includes:

- Master Settlement Agreement – \$17.5 million
- January 2002 increase in the sales tax on tobacco products – \$8.75 million
- Centers for Disease Control and Prevention – \$1.56 million
- Fees paid by tobacco retailers – \$900,000

Washington State ranks seventh nationally in per capita spending on tobacco prevention and control.

For a brief overview of the Tobacco Program's funding history, see the Program Funding History [fact sheet](#).